

## 2 Greenberg Traurig Attys Establish Litigation Law Firm

By Ciaran McEvoy

*Law360, Los Angeles (April 02, 2013, 2:52 PM ET)* -- Two Irvine, Calif.-based shareholders at Greenberg Traurig LLP are setting up their own litigation firm specializing in high-stakes commercial lawsuits and located in the neighboring city of Costa Mesa, they announced Tuesday.

Alan A. Greenberg and Wayne R. Gross' law firm is dubbed Greenberg Gross LLP. Before teaming up to found their own firm, the legal duo won a \$50 million jury verdict in 2011 on behalf of Newport Capital Advisors LLC in a dispute with nonprofit investment manager Commonfund over a series of Los Angeles properties, including the Hollywood Palladium.

Gross said Tuesday that the law firm is in the process of hiring lawyers and plans to offer clients a flexible fee structure.

“Big firms traditionally use a leverage-billing model that does not reward efficiency,” Gross said. “If a case calls for a contingent fee, a fixed fee or a hybrid fee, Greenberg Gross will provide such an alternative billing option to the client.”

Gross and Greenberg both said they thoroughly enjoyed their time at Greenberg Traurig, but desired to do more plaintiffs work representing businesses.

“We wanted to be free of big-firm conflict restrictions,” Gross said.

Gross currently serves as president of the Orange County Bar Association. He joined Greenberg Traurig in 2009, after working for two years at Snell & Wilmer LLP, where he was a partner running its white collar division from its Orange County office. At Greenberg Traurig, Gross was a litigation shareholder and later — along with Greenberg — became the co-head of its litigation practice group.

Before entering private practice in 2007, Gross worked for 17 years in government service, where he ultimately ran the Santa Ana-based branch of the U.S. Attorney's Office for the Central District of California.

While a federal prosecutor, Gross specialized in complex fraud cases and was awarded for his service by two U.S. attorneys general as well as a director of the FBI.

Greenberg has tried business law cases for 23 years since moving to California from New York, where he began his legal career as a transactional attorney on Wall Street. Greenberg joined Greenberg Traurig in 2007, and his past successes including a seven-figure jury verdict for a Canadian company whose California division was harmed by a competitor.

Another trial victory of Greenberg's includes a seven-figure verdict for improper contractual penalties on

behalf of a medical transportation company against a business that factored its accounting.

Greenberg is not related to Mel Greenberg, Greenberg Traurig's co-founder.

--Editing by Andrew Park.

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